

## CLAIMS

What is claimed is:

5        1. A method for facilitating political advocacy on-line, comprising the steps of:  
receiving personal information that identifies an advocate;

accessing a voter database to retrieve voter information about the advocate based  
on the personal information; and

sending a message to a political official based on voter information.

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2. The method according to claim 1, wherein the personal information includes a  
name and address of the advocate.

15        3. The method according to claim 2, wherein the personal information further  
includes a date of birth of the advocate.

4. The method according to claim 1, wherein the voter information includes  
whether or not the advocate is registered to vote.

20        5. The method according to claim 4, further comprising the step of composing the  
message to indicate whether or not the advocate is registered to vote.

6. The method according to claim 4, wherein the voter information includes a  
legislative district the voter is qualified to vote in.

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7. The method according to claim 6, further comprising the step of composing the  
message to indicate the legislative district the voter is qualified to vote in.

30        8. The method according to claim 4, wherein the voter information further  
includes a voting history of the advocate.

9. The method according to claim 8, further comprising the step of composing the message to indicate the voting history of the advocate.

5        10. The method according to claim 1, further comprising the step of identifying the political official based on the voter information.

11. The method according to claim 1, further comprising the step of causing an action alert to be displayed to the advocate.

10        12. The method according to claim 1, further comprising digitally signing the message.

15        13. A web site for facilitating political advocacy, comprising:  
means for receiving personal information that identifies an advocate;  
means for accessing a voter database to retrieve voter information about the advocate based on the personal information; and  
means for sending a message to a political official based on the voter information.

20        15. A computer-readable medium bearing instructions for facilitating political advocacy on-line, said instructions being arranged to cause one or more processors upon execution thereby to perform the steps of:  
receiving personal information that identifies an advocate;  
accessing a voter database to retrieve voter information about the advocate based  
25      on the personal information; and  
sending a message to a political official based on the voter information.

15. A method for on-line targeted political advocacy, comprising the steps of:  
receiving a selection targeting one or more political officials;

accessing an advocate database including voter information to identify one or more advocates that are registered to vote in a corresponding voting district of the one or more political officials; and  
sending an action alert to the one or more identified advocates.

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16. The method according to claim 15, further comprising the step of presenting a form allowing a grassroots coordinator to select the one or more political official.

10 17. The method according to claim 16, wherein the form permits the grassroots coordinator to select officials at a local, state, or federal level.

18. The method according to claim 16, wherein the form permits the grassroots coordinator to select officials by type of office, including president, senator, representative, governor, state senator, or state delegate.

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19. The method according to claim 16, wherein the form permits the grassroots coordinator to select officials belonging to a specified legislative committee or caucus.

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20. The method according to claim 15, further comprising the step of prompting a grassroots coordinator to compose the action alert.

21. The method according to claim 15, further comprising the step of embedding a hyperlink in the action alert, said hyperlink indicating a web site whereat an advocate can send a message to an elected official representing the advocate.

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22. The method according to claim 15, wherein the step of sending the action alert includes sending the action alert by electronic mail.

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23. The method according to claim 15, wherein the step of sending the action alert includes sending the action alert by facsimile.

24. A web site for on-line targeted political advocacy, comprising the steps of:  
means for receiving a selection targeting one or more political officials;  
means for accessing an advocate database including voter information to identify  
one or more advocates that are registered to vote in a corresponding voting district of the  
5 one or more political officials; and  
means for sending an action alert to the one or more identified advocates.
25. A computer-readable medium bearing instructions for on-line targeted  
political advocacy, said instructions being arranged to cause one or more processors upon  
10 execution thereby to perform the steps of:  
receiving a selection targeting one or more political officials;  
accessing an advocate database including voter information to identify one or  
more advocates that are registered to vote in a corresponding voting district of the one or  
more political officials; and  
15 sending an action alert to the one or more identified advocates.